

Press release

## Record numbers using myclimate for voluntary carbon offsetting

Zurich, 16 January 2020 – The debate around climate protection and CO<sub>2</sub> emissions is showing tangible results. The myclimate foundation has evaluated how many carbon offsetting measures were carried out on myclimate's web calculators in 2019. The results are impressive: Never before have so many individuals, small businesses and institutions seized the opportunity to take responsibility for their own carbon footprint.

In total, revenue from the various myclimate web calculators rose by around 180 per cent in comparison with the previous record year of 2018. The most funds were generated by the calculators on the site myclimate.org. However, the integrated offsetting calculators on partner sites, such as those operated by SWISS or Lufthansa, also contributed to this record result. Stephen Neff, Managing Director of this Zurich-based foundation had this to say: "We are seeing that the issue of climate protection is not just bringing people out onto the streets, it is also giving many the desire to take tangible action. We are very happy that with the help of supporters old and new we can take much greater steps to protect the climate".

### Voluntary carbon offsetting in figures

In the past year, the myclimate web calculators raised total revenue of 4.5 million euros. This corresponds to an increase of 177% on the previous year. In 2018, the web calculators raised more than one million euros in revenue for the first time in the 17-year history of the foundation. Generating some four million euros of revenue, the myclimate web calculator co2.myclimate.org was the strongest channel by some considerable margin. In total, more than 175,000 tonnes of CO<sub>2</sub> emissions were offset by myclimate web calculator customers.

The highest revenue from offsetting can be attributed to flights. The myclimate flight calculator accounted for 55% of the total revenue in 2019. The number of donations has also seen a significant increase. Using the myclimate donation calculator, customers can decide to offset a specific number of tonnes of CO<sub>2</sub> or to simply make a monetary donation. This calculator generated more than one million euros in revenue. This corresponds to 28% of the total revenue for the web calculator. Offsetting of kilometres travelled by car made up 7.5% of the revenue. Donations and offsetting payments were received from 96 different countries in 2019, with the majority coming from Switzerland.

In myclimate's completed 2018 financial year, the myclimate web calculators were responsible for around 10% of the foundation's total revenue. The complete financial results will be published by myclimate in the myclimate annual report in the spring of 2020 following the annual financial statement and audit. As with all previous annual reports, this report will be available to all those interested on the myclimate website: [www.myclimate.org/annualreport](http://www.myclimate.org/annualreport)

"There is every reason to believe that the results of our web calculators will also be reflected in the actions of our direct business customers, who avoid, reduce and offset CO<sub>2</sub> emissions with the help of our solutions. We want to make our contribution to shaping a climate-friendly future that is worth living in. The journey will be a long one, but we are heading in the right direction!" says Stephen, offering an optimistic perspective for the future.

**For further information and interviews please contact:**

Kai Landwehr, media contact myclimate

[kai.landwehr@myclimate.org](mailto:kai.landwehr@myclimate.org), Tel. +41 (0)44 500 37 61

[www.myclimate.org](http://www.myclimate.org)

## About myclimate – The Climate Protection Partnership

myclimate is a partner for effective climate protection, globally and locally. Together with partners from the economic sector, as well as private individuals, myclimate wants to shape the future of the world through consultation and educational programmes, as well as its own projects. myclimate pursues this in a market-oriented and customer-focused way as a non-profit organisation.

The international initiative with Swiss roots is a leading force on the global stage for providing quality voluntary carbon offsetting measures. Its group of customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and individuals. myclimate is also present in Germany and supports clients worldwide from there and Zurich.

myclimate's high-quality projects promote quantifiable climate protection and sustainable development worldwide. Voluntary offsetting of CO<sub>2</sub> emissions currently takes place in more than 100 carbon offset projects in more than 30 countries. Emissions are reduced there by replacing fossil energy resources with renewable energies, by implementing local afforestation measures with smallholder farmers and by energy-efficient technologies. myclimate carbon offset projects meet the highest standards (Gold Standard, CDM, Plan Vivo), which are not only proven to reduce greenhouse gases locally and regionally, but also make a positive contribution to sustainable development.

myclimate encourages interactive and action-orientated educational programmes to encourage each and every person to make a contribution to our future. With this aim in mind, myclimate has already reached around 20,000 school pupils and more than 9,000 trainees in Switzerland and has also established a global network of 1,600 students and young professionals. Moreover, the foundation also provides advice on integrated climate protection with tangible added value. In the business area of CO<sub>2</sub> and resource management, myclimate supports businesses with advice, analyses, IT tools and labels. The portfolio ranges from simple emission calculations at the corporate level through to comprehensive life cycle assessments for products. Experienced advisers help identify and exploit potential in the areas of energy and resource efficiency.

Since the foundation was established, the myclimate carbon offset projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. For this reason in particular, the German Environment Agency explicitly recommends myclimate as a provider for voluntary carbon offsetting. In both 2015 and 2012, two myclimate projects were cited by the secretariat of the UN Framework Convention on Climate Change (UNFCCC) as what are called "game-changing climate lighthouse activities", and at the UN Climate Conferences in Paris and Doha they were recognised by UN Secretary-General Ban Ki-Moon himself. In addition, in 2012 the myclimate educational project "KlimaLokal" was awarded the Milestone Prize, the Swiss tourism industry's highest distinction. In May 2016, myclimate was awarded Switzerland's "PrixEco" sustainability prize. myclimate was awarded the "Prix Balance" for its exceptional work-life balance in 2017.

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